

Descriptives

		interpersonal emphasis scenario (low=enquiring product, medium=party invite, high=loss of pet)		Statistic	Std. Error
1-7 interpersonal emphasis check (1 lowest to 7 highest, how personal would you rate this email to be)	low	Mean		3.17	.266
		95% Confidence Interval for Mean	Lower Bound	2.63	
			Upper Bound	3.71	
		5% Trimmed Mean		3.13	
		Median		3.00	
		Variance		2.543	
		Std. Deviation		1.595	
		Minimum		1	
		Maximum		6	
		Range		5	
		Interquartile Range		3	
		Skewness		.249	.393
		Kurtosis		-1.109	.768
	medium	Mean		5.31	.238
		95% Confidence Interval for Mean	Lower Bound	4.82	
			Upper Bound	5.79	
		5% Trimmed Mean		5.43	
		Median		6.00	
		Variance		2.047	
		Std. Deviation		1.431	
		Minimum		1	
		Maximum		7	
		Range		6	
		Interquartile Range		1	
		Skewness		-1.319	.393
		Kurtosis		1.960	.768
	high	Mean		5.56	.286
		95% Confidence Interval for Mean	Lower Bound	4.98	
			Upper Bound	6.14	
		5% Trimmed Mean		5.73	
		Median		6.00	
		Variance		2.940	
		Std. Deviation		1.715	
		Minimum		1	
		Maximum		7	
		Range		6	
		Interquartile Range		3	
		Skewness		-1.378	.393
		Kurtosis		1.240	.768